

Message Text

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COMMERCE FOR BEWT/TPD THOMPSON AND BEWT/TDAD STECHSCHULTE

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SUBJ: REPORT ON FROZEN FOOD TECHNOLOGY AND EQUIPMENT TSS,
JANUARY 16, 1978

1. SUMMARY. ON JANUARY 19 THE FROZEN FOOD TSS CLOSED A VERY SUCCESSFUL VISIT TO POLAND. THE FORMAL SEMINAR ON JANUARY 16 WAS WELL-ATTENDED, SEVERAL APPOINTMENTS WITH POLISH ORGANIZATIONS WERE MADE ON LATER DAYS, THERE WERE TWO PLANT VISITS ON JANUARY 18, AND THE POLES WERE ONCE AGAIN EXCELLENT, COOPERATIVE, AND WARM HOSTS THROUGHOUT. MOST IMPORTANT, SOME VERY USEFUL MARKETING INFORMATION WAS OBTAINED AND NEW CONTACTS MADE. END SUMMARY.

2. ESCORT OFFICER ROBERT DOLLISON ARRIVED JANUARY 11, AHEAD OF THE GROUP, TO HELP WITH FINAL ARRANGEMENTS AND DO RELATED MARKET RESEARCH FOR A TSS PROPOSED FOR FY-79. THE PARTICIPANTS ARRIVED DURING THE WEEKEND OF JANUARY 14-15. ON SUNDAY AFTERNOON, JANUARY 15, A BRIEFING WAS HELD IN THE TDC BY DIRECTOR WILLIAM SCHRAGE AND FSL TERESA KANCIALA. A REHEARSAL OF THE ENTIRE SEMINAR WAS UNCLASSIFIED

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ALSO HELD AT THAT TIME. THIS PROVED TO BE A GOOD IDEA, AS EVERYONE WAS WELL-PREPARED FOR THE OPENING THE NEXT DAY.

3. THE SEMINAR OPENED AT 10:00 A.M., JANUARY 16, IN THE HOTEL VICTORIA. TDC DIRECTOR SCHRAGE WELCOMED THE GUESTS. THIS WAS FOLLOWED BY ANOTHER WELCOME FROM POLISH CO-HOST DR. WLODZIMIERZ KAMINSKI, DIRECTOR OF RESEARCH AND DEVELOPMENT, MINISTRY OF

FOOD INDUSTRY AND PURCHASING. DR. KAMINSKI ALSO GAVE AN OVERVIEW OF THE POLISH FROZEN FOOD INDUSTRY, INCLUDING ITS EXPORT PERFORMANCE. HE WAS FOLLOWED BY A PRESENTATION ON THE U.S. FROZEN FOOD INDUSTRY BY TSS CHAIRMAN EDWIN W. WILLIAMS, NEW YORK CITY, EDITOR AND PUBLISHER OF "QUICK FROZEN FOODS INTERNATIONAL." THE INDIVIDUAL COMPANY PRESENTATIONS OF LEWIS REFRIGERATION, HAYSSSEN MANUFACTURAING CO., FMC, THERMO KING CORPORATION, AND KLIKLOK, CORPORATION WERE THEN GIVEN. THE SEMINAR CONCLUDED AT 2:30 P.M. AND WAS FOLLOWED BY A SUCCESSFUL RECEPTION AT THE HOTEL TO WHICH ALL POLISH GUESTS WERE INVITED.

4. THE SEMINAR WAS EXCEPTIONALLY WELL ATTENDED. THE ROOM WAS JAMMED WITH AN ESTIMATED 200 POLISH GUESTS, SOME OF WHOM HAD TO STAND. A TOTAL OF 176 PEOPLE REGISTERED, INCLUDING OFFICIALS AND TECHNICIANS FROM THE MINISTRY, THE UNION OF FRUIT AND VEGETABLE INDUSTRY, THE FTO POLIMEX-CEKOP, THE PACKAGING RESEARCH CENTER AND THE UNION OF THE REFRIGERATION INDUSTRY.

5. ON TUESDAY, JANUARY 17, ALL OF THE TSS MEMBERS MET IN THE MINISTRY AT 10:30 A.M. WITH MR. MIKOLAJ WIERNIUK, DIRECTOR OF THE DEPARTMENT OF FOREIGN COOPERATION. SEVERAL OF HIS ASSOCIATES WERE ALSO PRESENT. MR. WIERNIUK GAVE GENERAL INFORMATION ON THE POLISH FOOD INDUSTRY, INCLUDING DATA ON STATISTICS, SALES, EMPLOYMENT, AND PRODUCTION. AT NOON THE SAME DAY, THE SEMINAR MEMBERS MET WITH REPRESENTATIVES OF THE UNION OF FRUIT AND VEGETABLE INDUSTRY, MR. JANUSZ TARKA, GENERAL DIRECTOR, AND MR. JANUSZ UNCLASSIFIED

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BERDOWSKI, TECHNICAL DIRECTOR. AT THIS MEETING MR. BERDOWSKI CITED, AMONG OTHER THINGS, SPECIFIC PLANS FOR TWO OR THREE NEW DEEP FREEZING PLANTS FOR FRUITS AND VEGETABLES PLUS TWO OR THREE MORE COLD STORAGE WAREHOUSES BY 1980. HE ALSO URGED MEMBERS OF THE TSS TO CONSIDER EXCHANGES OF YOUNG TECHNICIANS FOR TRAINING. THE THERMO KING REPRESENTATIVE, MR. SCHAAL, EXPRESSED INTEREST IN THIS PROPOSAL. FOLLOWING THIS MEETING, THE COMPANY REPRESENTATIVES WENT TO INDIVIDUAL APPOINTMENTS ARRANGED PREVIOUSLY BY THE TDC.

6. ON WEDNESDAY, JANUARY 18, THE SEMINAR MEMBERS, ACCOMPANIED BY DOLLISON, SCHRAGE, KANCIALA, AND FSL KRYSTYNA KARCZEWSKA, VISITED TWO HORTEX PROCESSING AND FREEZING PLANTS OUTSIDE OF WARSAW. COMMENT: HORTEX (CENTRAL BORD OF HORTICULTURE) IS A PROMINENT COOPERATIVE INDEPENDENT OF THE MINISTRY. IT HAS FARMS WHICH SUPPLY IT DIRECTLY. IT MARKETS ITS PRODUCTS ABROAD THROUGH THE FTO HORTEX-POLCOOP. THE FTO POLIMEX-CEKOP, MENTIONED EARLIER, HANDLES PROCUREMENT OF MACHINERY FOR THE FOOD INDUSTRY. END COMMENT.

7. ACCOMPANYING THE TSS ON THE BUS TO BOTH PLANTS WAAS MR. LEON SUSZYNA, AN ENGINEER WHO IS DEPUTY DIRECTOF OF THE PROCESSING DEPARTMENT OF HORTEX IN WARSAW. THE FIRST STOP WAS AT GORA KALWARIA, ABOUT 45 MINUTES BY BUS FROM WARSAW, WHERE THE GROUP

WAS RECEIVED BY PLANT DIRECTOR LEONARD SWIRKULA AND HIS STAFF. THE SECOND STOP WAS AT RYKI, ANOTHER 45 MINUTES TO THE SOUTHEAST, ONE OF THE MOST MODERN FROZEN FOOD PLANTS IN POLAND. HERE THE GROUP WAS RECEIVED BY DIRECTOR RYSZARD CELINSKI.

8. THE BRIEFINGS AT BOTH PLANTS WERE EXCELLENT. FOLLOWING TOURS OF THE PLANTS, MESSRS. SWIRKULA AND CELINSKI BRIEFED THE GROUP MORE FULLY ON PLANT OPERATIONS AND FUTURE PLANS. MR. SUSZYNA CONTRIBUTED HEAVILY TO THESE BRIEFINGS, INCLUDING BRIEFINGS DURING THE BUS RIDES, AND SEEMED WELL-INFORMED AND AUTHORITATIVE IN HIS VIEWS. FYI: HIS RECOMMENDATIONS, FROM THE TECHNICAL SIDE, CARRY A LOT OF WEIGHT WITH POLIMEX-CEKOP WHEN IT BUYS MACHINERY. END FYI.

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9. THESE VISITS REVEALED A CONSIDERABLE AMOUNT OF UNUSED MACHINE CAPACITY AND PLANT SPACE IN POLAND, THE LATTER SIGNALING OPPORTUNITIES FOR FUTURE SALES. IN ADDITION, THE BRIEFINGS SHOWED THAT THE FROZEN FOOD INDUSTRY NEEDS TO EXPAND AND HAS A FAIRLY HIGH PRIORITY FOR NEW INVESTMENT IN THE COMING YEARS. AT BOTH PLANTS THE RECEPTIONS WERE ESPECIALLY WARM.

10. DURING THE MORNING OF THURSDAY, JANUARY 19, THE COMPANY REPRESENTATIVES HAD FINAL, INDIVIDUAL APPOINTMENTS WITH THE NATIONAL PACKAGING CENTER AND THE FTO POLIMEX-CDKOP. THE GROUP LEFT THAT AFTERNOON FOR BUDAPEST.

11. COMMENT. ALTHOUGH THE FROZEN FOOD SECTOR IS ONLY A PART OF THE ENTIRE POLISH FOOD PROCESSING INDUSTRY, DEVELOPMENTS IN IT ARE REPRESENTATIVE OF THE IMPORTANCE THE POLISH GOVERNMENT PLACES ON FOOD PRODUCTION AND PROCESSING IN GENERAL. IT IS CLEAR THIS WILL BE ONE OF THE PRIORITY SECTORS FOR INVESTMENT IN THE NEXT 2-3 YEARS. DESPITE STIFF COMPETITION FROM WESTERN EUROPEAN SUPPLIERS, THERE IS ROOM FOR SIZABLE SALES OF U.S. EQUIPMENT AND TECHNOLOGY, AND WE SHOULD FOLLOW THIS VERY SUCCESSFUL TSS WITH MORE TRADE PROMOTION EVENTS RELATED TO FOOD AND AGRICULTURE IN THE NEXT TWO YEARS. END COMMENT.

12. THE TSS PARTICIPANTS WERE UNANIMOUSLY PLEASED WITH THIS STOP, CITING THE QUALITY OF THE ATTENDANCE AT THE SEMINAR ON MONDAY, CONTACTS MADE, AND THE INFORMATION OBTAINED AS ESPECIALLY GOOD. FROM OUR POINT OF VIEW, THE COMPANY REPRESENTATIVES WERE HIGHLY MOTIVATED AND WELL SELECTED.

13. A BREAKDOWN OF THE EXPENSES FOR THE TSS WILL BE SENT WHEN ALL BILLS HAVE BEEN SUBMITTED.
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